



EXECUTIVE DIRECTOR/STAFF REPORT: March 2010

- **Visitor Guide Fulfillments** Mail: **1,296** e-Brochures: **0** Downloads: **31**
 - Tour Texas – 450
 - Southern Living – 567
 - Texas Monthly – 15
 - Discover Texas – 5
 - Home & Away – 259
 - Tour Texas PDF Downloads – 31
- **Convention Groups Serviced:**
 - TRAPS, TSTA, NAWIC & People Report
- **Site Inspections:**
 - Baseball Combine Group (AP Frisco)
 - Primetime Sports Marketing Team
 - Messianic Jewish Alliance
 - True Automation
- **Meetings/Events Attended:**
 - DFWATC Sports Alliance in Ft. Worth at TCU
 - Bi-Monthly CVB/Hotel Partner Meeting
 - Coach Kenny Foster, re: Super Series Baseball
 - Lunch w/Liz Manglesdorf, re: ISI Worlds 2012
 - Sports Village USA Owners
 - Jason Maresh w/AP Frisco, re: Future Events
 - Spanish Soccer Group (Summer Camp)
 - MPI Monthly Luncheon
 - Jimmy Buffett FAM / Properties in Paradise
 - Super Bowl Volunteer Meeting
 - Destination Frisco Advisory Board
 - New Employee Orientation
 - Mary Fallon w/Yellow Cab
 - Marketing to Boomers Seminar
 - Jerry Anderson w/Super Shuttle
 - Photo Contest Review
 - CVB Website Meeting
 - Linda Sutton, Heritage Map
 - Texas Trust Fund, re: upcoming events
 - DMAI Webinar, Social Marketing

- Collinson Media & Events
- **Presentations:**
 - Monthly Report to City Council
 - ThyssenKrupp
 - Associated Locksmiths
- **Sales Missions/Travel:**
 - DFWATC Marketplace at Bowling Museum in Arlington
 - MPI Supplier Showcase – 40 Local Planners w/potential for Frisco
- **Special Projects**
 - CTA Class Facilitation
 - Citylink CVB Pages
 - New Services Programs (Convention Outreach, Green Hotels, CVB Services, Convention Corner)
 - Schedule NASC Appointments for next month's conference
 - Leadership Academy
 - Supervisor Academy